

Ward Profile for **East Cliff & Springbourne**



East Cliff

Your Ward Councillors



**Councillor
Anne Filer**



**Councillor
Michael Filer**



**Councillor
David Kelsey**

Population

The ward had a resident population of 12,688 with 6,129 households, with an average household size of two people at the time of the 2011 Census. The latest estimate of the ward's population, based on the 2013 mid-year estimate, is 13,600. A total of 9,600 people (70%) are of working age.

The largest ethnic grouping in this ward is the 'White-Other' ethnic group accounting for 15.5% of the population. The area also has a larger proportion of the 18-44 year olds but a smaller proportion of older residents than the borough as a whole.

As at February 2015 the percentage of the working age claiming unemployment related benefits stood at 2.5%. The equivalent figure for Bournemouth was 1.7% and the UK 2.1%.





Environment

East Cliff and Springbourne ward borders the sea. The East Cliff part of the ward, south of the railway line, is made up of flat developments and the majority is part of the East Cliff Conservation Area. To the north of the railway line it is primarily semi-detached housing with pockets of terraces. The area immediately either side of the railway line is characterised by employment development. Boscombe Chine Gardens holds a Green Flag award.

Community resources

The area is served by the Springbourne Forum, for residents to raise issues, concerns or questions, and there is also a strong East Cliff Residents Association.

The Bourne Spring Centre provides community facilities at the old St Mary's Church and hosts the new Bournemouth Independent Advice Centre. The local library also has a Community Room run by the Bourne Spring Trust.

Other community facilities in the area include the Boscombe Children's Centre and Neighbourhood Nursery, Knyveton Gardens and Boscombe Chine Gardens, one of the boroughs Green Flag parks.

The coastal part of the ward is also covered by the Coastal BID (which runs along the coast of Bournemouth). The Coastal BID aims to increase the numbers of those visiting Bournemouth off-season, encourage repeat visits, increase the visitor spend and help businesses by negotiating discounts with key suppliers www.coastalbid.co.uk

The Boscombe Children's Centre has an estimated population of around 1,600 under 5 year olds within its catchment area

<http://www.bournemouth.gov.uk/ChildrenEducation/ChildrensCentres/BoscombeChildrensCentre.aspx>

Schools and childcare providers in this ward include:

	Number of childminders	Number of OFSTED registered places
Childminders	5	29
	Time of year open	Maximum number of children
Breakfast Club		
Bethany Breakfast Club	Term Time	30
Day Nurseries		
Kinderworld Bournemouth Day	All Year	55

	Time of year open	Maximum number of children
Nursery		
Little Pines Day Nursery	All Year	25
Pre-School Playgroup		
East Cliff Pre-School	Term Time	40
Netanya Nature Pre-School	Term Time	16
St Clements Nursery	Term Time	48

Springbourne Library, Holdenhurst Road, Bournemouth Tel: 397115

Library web address:

<http://www.bournemouth.gov.uk/Libraries/MyLocalLibrary/SpringbourneLibrary.aspx>

For library events visit:

<http://www.bournemouth.gov.uk/Libraries/LibraryEvents/LibraryEvents.aspx>

A variety of library services are available including the Cyber Library which allows access to free online resources with a Bournemouth Libraries card. Ebooks can also be downloaded and library books renewed via the library catalogue.

<http://www.bournemouth.gov.uk/Libraries/LibraryServices/LibraryServices.aspx>

Housing

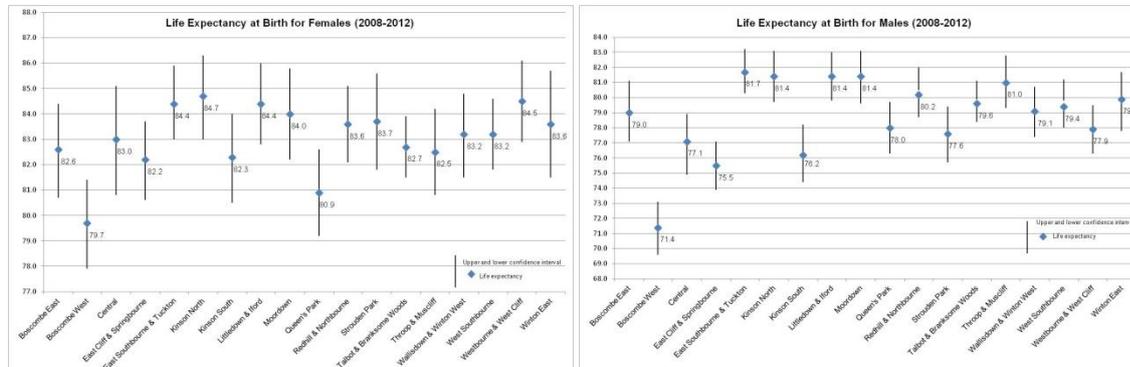
There are a significant proportion of households in privately rented accommodation and this proportion has grown between 2001 and 2011. The majority of households are now renting privately (47%). The major property type is flats, both purpose built (53%) and converted (17.3%). There is a larger proportion of lone parents than in England and Wales but a smaller proportion of dependent children.

At the time of the 2011 Census there were 6,679 household spaces in the ward. 4,836 were flats and 1,841 were houses. The number of people living in overcrowded conditions is significantly higher than the England and Wales figures based on rooms; the percentage is also higher based on the number of bedrooms.

Health inequalities

The life expectancy at birth in 2008-2012 for East Cliff and Springbourne ward males is 75.5 and for females the figure is 82.2 years. Comparisons show that for males the

Bournemouth figure is 78.6 years and the national figure is 78.9, while for women the Bournemouth figure is 82.9 years and the national figure is 82.8 years.



Deprivation

The 2010 English Index of Multiple Deprivation was reported at LSOA's (Lower Layer Super Output Areas). This is another ward which contains a wide range of LSOA ranks, from 1,968th nationally or fourth locally (East Cliff North) to 13,626th nationally or 56th locally (East Cliff South).

For the domains, the LSOAs within the ward rank relatively highly for the education, skills and training domain; otherwise the ranks mirror the overall rankings.

Child Poverty

A report by the End Child Poverty organisation uses tax credit data and national trends on worklessness, compatible with national estimates of children living in households below the 60% median income level to measure poverty. On this basis 19.8% of children in this ward are classified as living in poverty before housing costs, this figure rises to 31.2% after housing costs are added in compared with 15.8% before housing costs and 25% after housing costs within the borough and 15.9% and 25.1% respectively across the UK.

Using housing benefit statistics reveals there were around 700 claimants with dependent children in this ward as at November 2014, this equates to around 16.3% of the resident population in households with dependent children, the borough figure is 8.4%.

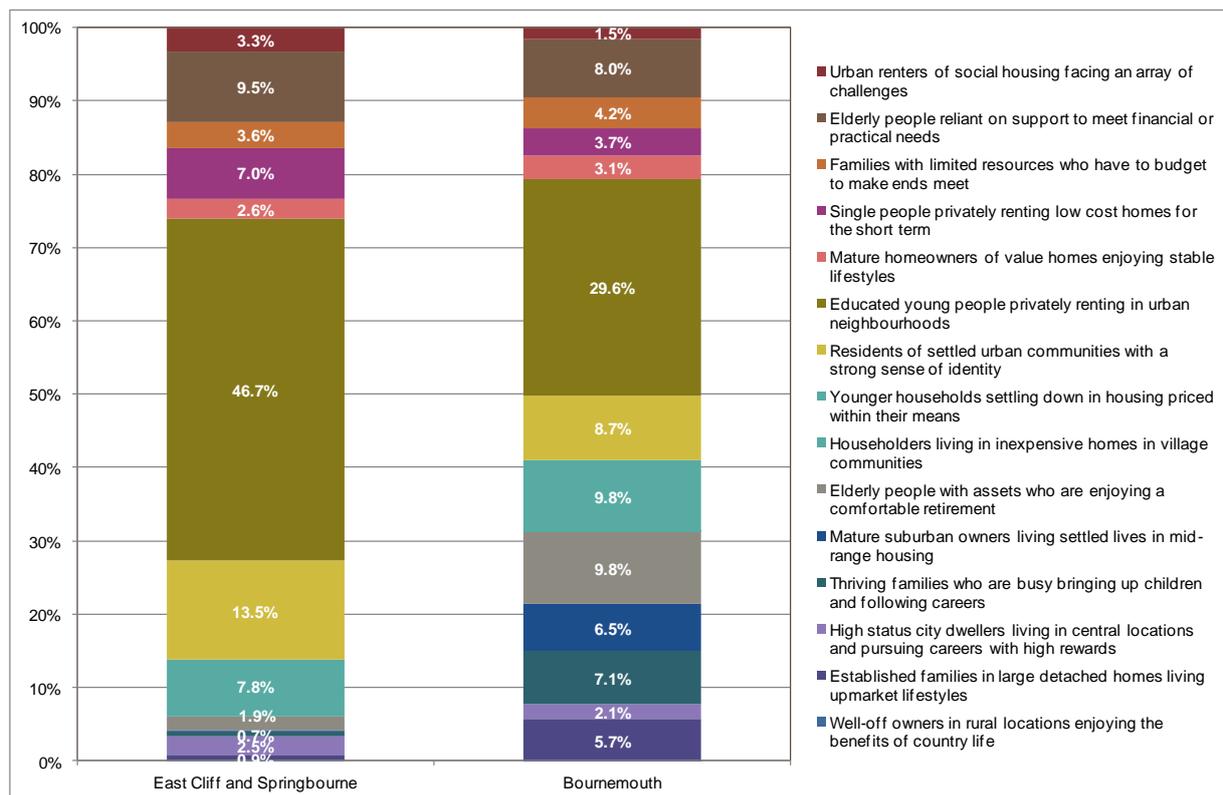
Mosaic Public Sector classification

Using data from a wide range of public and private sources, Experian has developed Mosaic Public Sector. It is a lifestyle classification and when linked to specific data sources from health, education, criminal justice, local and central government can give an insight into citizen's requirements of these services. Additionally, it provides a

‘common currency’ that enables the same citizen to be viewed in the same way by all public bodies, thereby assisting joined-up government and partnership working. Using this data Experian classify every unit postcode by fifteen lifestyle groups and sixty-nine lifestyle types. Each of the groups and types has a description, the aim of which is to give an image of the area.

Nearly 47% of the households are classified as ‘Educated young people privately renting in urban neighbourhoods’ (Group J), 13.5% as ‘Residents of settled urban communities with a strong sense of identity’ (Group I) and 9.5% as ‘Elderly people reliant on support to meet financial or practical needs’ (Group N), just above the borough-wide figure. Thirteen of the fifteen groups are represented in the ward.

Comparison between East Cliff and Springbourne and Bournemouth Borough Mosaic Public Sector Groups



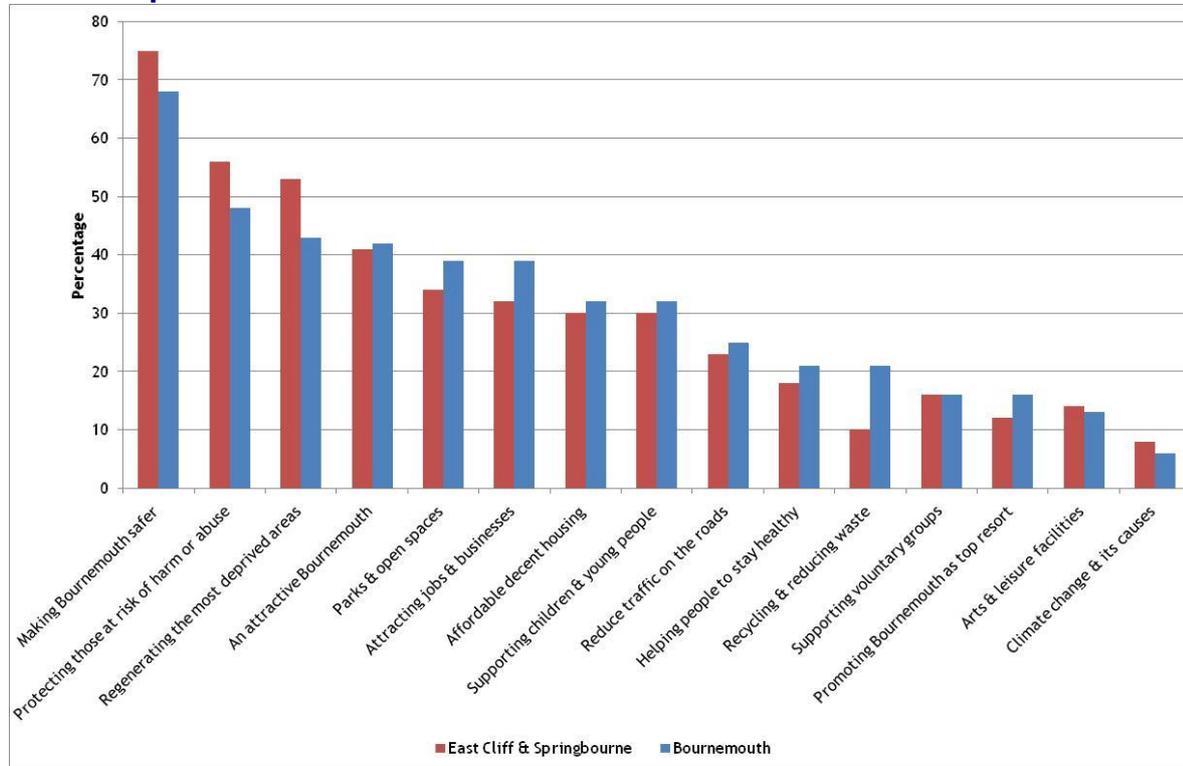
Transport

Around a third of households do not have a car and a much smaller proportion have two or more cars than in other areas.



The Opinion Survey 2012

Resident priorities



In this ward 75% of respondents felt that ‘Making Bournemouth safer’ was an important priority compared with 68% in Bournemouth overall. The rest of the priorities in the top five were in line with the borough. These include ‘Protecting those at risk of harm or abuse’, ‘Regenerating the most deprived areas’, ‘An attractive Bournemouth’, and ‘Parks and open spaces’.

Only 32% of respondents said they felt safe outside in their local area after dark compared with 50% in Bournemouth. In this ward vandalism, graffiti and other deliberate damage to property or vehicles was also considered to be a problem with 46% of respondents stating this was an issue. The ward also had a larger percentage of residents who believed drinking and drug related issues were significant problems in the local area.

For further information, please contact:

Research and Information,
 Planning, Transport and Regulation
 Bournemouth Borough Council
 Tel: 01202 454684
 Email: statistics@bournemouth.gov.uk
 Website: <http://www.bournemouth.gov.uk/statistics>

May 2015

